



THE GREEN SCENE

Play for Life! Public Information Campaign Comes to Close

October marked the end of the *Play for Life!* Department Public Information and Marketing campaign with the theme "*Be One With Nature.*" Stay tuned for an exciting 2009 with the implementation of *Play for Life! Phase II.* A grant from the Los Angeles County Quality and Productivity Commission will allow the expansion of the *Play for Life!* outreach efforts and broaden the reach of the campaign.

Play for Life! began in February 2008 and relayed a message to youth, seniors, families and everyone in between that embodies the Parks and Recreation mission to promote health, wellness, a high quality of life and varied recreational resources for Los Angeles residents. The campaign's specific calls to action were manifested in short, catchy slogans with double meanings to encourage everyone to *Play for Life!* by utilizing Los Angeles County's many beautiful parks and recreational facilities. Each phrase encouraged people to engage in an enriching activity, but also specifically referenced a feature of the County of Los Angeles Department of Parks and Recreation services and facilities. Throughout the year, the *Play for Life!* campaign slogans and their affiliated parks and recreation component included:

Take a Hike! – at our 52 Hiking and Equestrian Trails

Chill Out! – at our 14 Lakes

Go Fore It! – at our 19 Golf Courses

Make a Splash! – at our 29 Public Swimming Pools

Be One with Nature! – at our 19 Nature Areas and Wildlife Sanctuaries

Culture Shock! – get cultured at the Hollywood Bowl and John Anson Ford Amphitheatre

Walk it Off! – at our 94 local and regional parks

Stop and Smell the Flowers! – at our four Arboreta & Botanic Gardens

Play for Life! was successfully promoted throughout Los Angeles County with employees playing a particularly important role sharing information about the Department's facilities and programs with park visitors. The campaign increased awareness of Los Angeles County parks and programs, and in 2008, Los Angeles County Parks facilities experienced more than 21 million visits. The campaign was endorsed by the Los Angeles County Board of Supervisors, and positively received by many County departments and the public. During its launch, the *Play for Life!* story reached as far as China when it was covered by an international Chinese Daily newspaper.

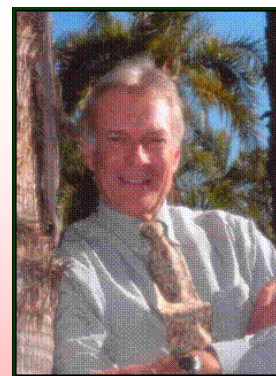
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Thank you, to everyone who helped promote Play for Life! Please share your stories with us by emailing iperius@parks.lacounty.gov

Greetings from the Director

The end of the year is here and what a great year it has been! The successes we have achieved as a department is no more evident than in the awards that our department programs and employees have received. Some of the highlights include Sandy Dininger being named the Los Angeles County SUPERSTAR! for Service Excellence; Ilona Volkmann being awarded the 2008 Citation-Individual Award by the Pacific Southwest Regional Council of the National Parks and Recreation Association; Albert Gomez being recognized for his work on the Parent Project by the Interagency Council on Abuse and Neglect; James McCarthy being given the Parks and Recreation Program and Fellow Award by the National Association of County Park and Recreation Officials (NACPRO). Our Department's Urban Reforestation Program, from which more than 9,000 trees have been planted at County of Los Angeles parks and the *Department's Aquatic Adventure Camp*, which involves a collaboration between our aquatics division, nature centers and Cal State University, Northridge, also received prestigious awards from NACPRO.



Russ Guiney, Director

The end of the year also marks the end of our successful *Play for Life!* campaign. Each and every one of you has had a part in this success, whether you wore each of the colorful buttons every month, got out to our facilities and tried something new and active, or proactively shared your new knowledge about our facilities with your family, friends or our park visitors.

Thank you for your continued commitment to this department and to the people we serve. I hope 2009 brings us all health and happiness and continued success in Creating Community through People, Parks and Programs.



On Saturday, October 18, 2008, approximately 500 youth from 18 Second District parks gathered at the Home Depot Center in Carson for the Fourth Annual Yvonne B. Burke Youth Tennis Classic. This year's event was the last classic that Supervisor Yvonne B. Burke attended as Second District Supervisor before her retirement from public service. Supervisor Yvonne B. Burke addressed the youth and shared her best wishes. "I believe in all of you. Whatever you set your mind to accomplish, you can," said Burke.



Farewell Supervisor Yvonne B. Burke and Welcome Supervisor Mark Ridley-Thomas

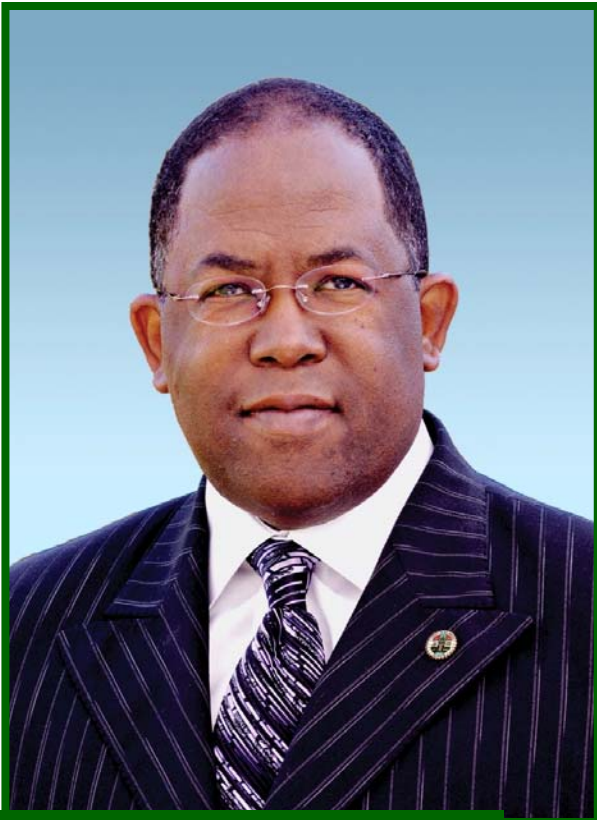


Former Los Angeles County Supervisor Yvonne B. Burke, during the last Burke Tennis Classic

After more than 40 years of serving the public, Los Angeles County Supervisor Yvonne B. Burke has retired from public office. She was popularly termed the “Lady of Firsts,” and no more was that evident than during her time with the Los Angeles County Board of Supervisors. Supervisor Burke’s pools in the Second Supervisorial District were the first in Los Angeles County to stay open year round for the public to enjoy. Alondra

Park dedicated the first in-ground skate park in the Second Supervisorial District. Her support allowed the creation of such unique and award-winning programs as CSI Camp and valuable partnerships with organizations such as the British Academy of Film and Television Arts to create the Movie Screening programs at Helen Keller Park. Supervisor Burke made it possible for all of the parks in the Second Supervisorial District to receive needed improvements and in the next year alone the second district can expect completion of nearly \$68 million in capital projects. Supervisor Burke always made parks and recreation her priority so that people were guaranteed safe, clean and beautiful places to play, recreate and learn. She continues to inspire us all with her leadership in environmental stewardship issues. Supervisor Burke’s legacy includes her commitment to parks, health and the environment.

Former State Senator Mark Ridley-Thomas is the new Supervisor for the Second District. He is also a former State Assemblyman and Los Angeles City Councilman. The Department looks forward to new leadership from Supervisor Ridley-Thomas and continuing success in the parks and recreation area.



Los Angeles County Supervisor Mark Ridley-Thomas

Horned Owls Released at Virginia Robinson Gardens

Virginia Robinson Gardens recently released a pair of beautiful horned owls to the "wild." The orphaned owls, now just under a year old, were released in the Palm Forest of the Virginia Robinson Gardens. We hope they will stay and replace a pair of Horned owls that lived here several years ago.



It's All in the Family for the Flores Group



Department of Parks and Recreation plumbers, Paul Flores Jr., Regional Agency Plumber; Paul M. Flores, South Agency Supervising Plumber; and Steven Flores, Regional Agency Plumber.

In October of 1998 the Flores family became local celebrities when Plumbers Local 78 recognized the family who at the time had 18 family members practicing the trade. The Flores family is rich in tradition when it comes to their careers. Fortunately the Department of Parks and Recreation's South Agency was able to attract some of the Flores legacy. Plumbing Supervisor Paul M. Flores is the third of five generation plumbers in his family. Before Paul became a plumber his grandfather and father both made a living through the trade. But this is no ordinary career for Paul and his family. In 1921, Paul's grandfather Elias Flores started the Flores Plumbing Company here in Los Angeles after learning the trade in Mexico.

Paul Flores has been a dedicated employee of the County of Los Angeles since 1979 and has been with the Department of Parks and Recreation's South Agency for the past 26 years. "I have never felt pressured to be a plumber, I just knew it was a job where I could make a good living, be respected by my community and I learned a lot about the trade from my father," he says.

Paul enjoys working for Parks and Recreation because he enjoys working outside; he also enjoys the job because it comes natural and it's "in his blood." When Paul isn't working he spends time fixing his antique cars while listening to oldies music, going to car shows and taking his granddaughter to his favorite childhood stores to buy Mexican bread and tamales.

To date the Flores family has more than 25 family members that are in the plumbing trade; ten of them have been or are currently County employees. In the Department of Parks and Recreation along with Flores is his son Paul Flores Jr. and nephew Steven Flores who both are fifth generation. The Flores family is quite possibly the largest plumbing family in the United States. Together the family is presently working for 15 different companies, in jobs throughout Los Angeles County.

November Fires Reach Home as Parks and Golf Courses Affected by Infernos



The recent fires that ravaged the southland managed to also affect three Los Angeles County Parks and three Los Angeles County Golf Courses. But quick action by staff and firefighters saved numerous animals and all employees escaped unharmed.

Veteran's Memorial Park in Sylmar was the most heavily damaged, with the Grounds Maintenance Administration Building suffering a complete loss including all computers, files and office equipment. The roofs of two restrooms burned as well as a drawbridge gate. The entire back mountain behind Veteran's Park burned and the overnight camping area was scorched in certain areas. The U.S. Forest Service used the Recreation Community Building as a command post.

While none of the structures were affected at Placerita Canyon Nature Center in Newhall, portions of the park were burned. Staff acted early and diligently to evacuate the animals due to encroaching fire on the park's ridge. Most of the animals went to Vasquez Rocks. Some of the animals were temporarily housed with department staff.

Meanwhile, William S. Hart Regional Park's staff were preparing to evacuate animals from the park in case the fires got too close. Thankfully, none of the animals or staff had to evacuate.

Fire Department Strike Teams used Frank G. Bonelli Regional Park's lake water to fight the flames.

In the days following the Sayre Fire, El Cariso Park suspended all outdoor programming due to poor air quality. Knollwood and El Cariso Golf Courses closed down over the weekend of the fire. Diamond Bar Golf Course remained open during the fires. All three golf courses saw a decrease in play due to the poor air quality.



Veteran's Memorial Park Heavily Damaged During November Fires



In Giving, You Receive

It's not too late this holiday season to donate to people in need through the County of Los Angeles Charitable Giving Campaign. The County uses five Fund Distribution Agencies (FDA's) to distribute funds throughout the community. You can designate your contribution to any of these FDA's, Asian Pacific Community Fund, Brotherhood Crusade, Earthshare of California, United Latino Fund, and United Way. Your contribution can further be designated to go to any charitable organization (501 (c)(3)), such as a church or civic group. Contributions can be in the form of a payroll deduction, starting as little as \$3 per month, or as a one time contribution. We encourage everyone to designate your contribution to the Los Angeles County Parks Foundation, which directly supports our Department. "Since 1984, the Los Angeles County Parks Foundation's mission is to facilitate programs, create sponsorships and directly benefit people of Los Angeles County through parks and their programs," said Executive Director of the Los Angeles County Parks Foundation, Stan Lee.

For further information, contact your Agency Charitable Giving Coordinator, or the Department Coordinator, Manny Moreno.

Agency	Coordinator	Phone#
NORTH AGENCY	HEATHER LARSON	661-294-3500
SOUTH AGENCY	GUILLERMO PEDROZA	323-241-6700
EAST AGENCY	MANUEL ESCOBAR	626-369-5146
	MARIA TORRES	626-369-2565
REGIONAL FAC AGENCY	NORMA MORSEBURG	626-369-5646
510 BUILDING	CAMILLE JONES	213-351-8943
433 BUILDING	LEILA SHARMA	213-738-2961
	MANNY MORENO	213-738-2987



HIGH FIVE!

For Those Who Go Above and Beyond...



Thank you for the tremendous job you did at the 2nd Annual South Whittier Celebrate and Educate Festival at Adventure Park. As always, the Department of Parks and Recreation staff plays an invaluable role in making our events such a huge success.

Don Knabe
Supervisor, Fourth District
County of Los Angeles

Your staff made the 12th Annual Summer Concerts in the Park (at Farnsworth Park) the complete success that it was. The partnership between SSGA, the Altadena Sheriff Station and Los Angeles County Department of Parks and Recreation has resulted in, what many are calling, simply the best event that happens in Altadena!

Robert Klomburg
President, SSGA

On behalf of Supervisor Michael D. Antonovich, I would like to thank you and your staff for participating in his 2008 Youth Summit at Pamela Park. The students in attendance were outstanding. I admire them for speaking out with honesty and sincerity. The information that they have shared with us is important and valuable.

Juventino M. Gomez
Senior Deputy
County of Los Angeles Supervisor
Michael D. Antonovich

My name is McKayla Tilton, and I just finished my 3rd year of attending the Junior Golf Camp. I am 8 years old and I just wanted to say thank you for supporting such a fun program. I really enjoy playing golf, and the coaches at camp have been great all 3 years. I hope to be able to do the camp again next year.

McKayla Tilton
La Verne, CA

My eleven-year-old son just completed the five-day L.A. County Junior Golf Program in Sylmar. He enjoyed it tremendously and learned a great deal. More importantly, he wants to continue on with golf and begin taking private lessons. My three-year-old has already said he wants to do it next year!

Dianne Tangel-Cate
Sylmar, CA

GIVE Someone a HIGH FIVE!

Do you know someone in our department who deserves special recognition? Maybe you were on a tight deadline and that person helped you meet it. Maybe you were having a tough work day and that person helped you beat it. You know who those people are, the ones who go above and beyond. Help us recognize them. Email their name and a short paragraph of why they deserve a High Five! to iperius@parks.lacounty.gov and we'll do our best to include them in the High Five! column of The Green Scene.



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